

THE INFLUENCE OF EMPLOYEE ENGAGEMENT ON ORGANIZATIONAL
PROFIT

MOHAMMED I. F. DAWWAS

MASTER OF HUMAN RESOURCE MANAGEMENT

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THE INFLUENCE OF EMPLOYEE ENGAGEMENT ON ORGANIZATIONAL PROFIT

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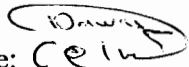
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ABSTRACT

This study is designed to determine the relationship between employee engagement, and organizational profit. In addition the study examines whether there is a significant difference in mean score on employee engagement between males and females in Palestinian telecommunication company. The scope of the study is limited to managers in Palestinian Telecommunication Company. The results showed statistically significant positive relationships between employee engagement and organization performance. It also shows that there is a significant difference in employee engagement between male and female in Palestinian Telecommunication Company.

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Table of Contents

DECLARATION	i
PERMISSION TO USE	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
CHAPTER ONE	1
1.0 INTRODUCTION.....	1
1.1 BACKGROUND OF THE STUDY.....	1
1.2 PROBLEM STATEMENT	2
1.3 RESEARCH QUESTIONS	4
1.4 RESEARCH OBJECTIVES	4
1.5 SIGNIFICANCE OF THE STUDY	5
1.6 SCOPE OF THE STUDY.....	6
1.7 DEFINITION OF TERMS	6
1.8 CONCLUSION.....	7
CHAPTER TWO	9
2.0 INTRODUCTION.....	9
2.1 ORGANIZATIONAL PROFITABILITY	9
2.2 EMPLOYEE ENGAGEMENT (EE)	11
2.3 KEY DRIVERS OF EMPLOYEE ENGAGEMENT	15
2.4 THE TERM OF EMPLOYEE ENGAGEMENT IN THE BUSINESS WORLD.....	19
2.5 THE RELATIONSHIP BETWEEN EMPLOYEE ENGAGEMENT AND ORGANIZATIONAL PROFIT	20
2.6 GENDER DIFFERENCES AND EMPLOYEE ENGAGEMENT	27
2.7 CONCLUSION.....	28
CHAPTER THREE	29
3.0 INTRODUCTION.....	29
3.1 RESEARCH FRAMEWORK.....	29
3.1.1 Independent Variable.....	29
3.1.2 Dependent Variable	30

3.2 HYPHOTHESES	30
3.3 RESEARCH DESIGN.....	31
3.4 SOURCES OF DATA	32
3.4.1 Primary Data	32
3.4.2 Secondary Data	33
3.5 POPULATION SAMPLING	33
3.5.1 Sample Size.....	35
3.6 DATA COLLECTION METHOD.....	36
3.7 MEASUREMENT	36
3.7.1 Organizational Profit	36
3.7.2 Employee Engagement	37
3.7.3 QUESTIONNAIRE DESIGN	39
3.8 DATA ANALYSIS TECHNIQUES	39
3.9 CONCLUSION.....	42
CHAPTER FOUR.....	43
4.0 INTRODUCTION.....	43
4.1 OVERVIEW OF THE DATA COLLECTED	43
4.2 RESPONDENTS' PROFILE	44
4.3 RELIABILITY ANALYSIS	46
4.4 DESCRIPTIVE ANALYSIS	47
4.5 MAJOR FINDINGS.....	48
4.5.1 Pearson Correlation Coefficient	48
4.5.2 T-Test.....	50
4.6 HYPOTHESES TESTING	50
4.7 SUMMARY OF FINDINGS	51
4.8 CONCLUSION.....	52
CHAPTER FIVE	53
5.0 INTRODUCTION.....	53
5.1 DISCUSSION	53
5.2 LIMITATION OF THE STUDY	56
5.2.1 The Time Limitation.....	56

5.2.2 Lack of Experience.....	56
5.3 RECOMMENDATION FOR FUTURE RESEARCH.....	57
5.4 CONCLUSION.....	57
REFERENCE	59
Appendix 1: Questionnaire.....	64
APPENDIX 2 Statistical Data Analysis	71

LIST OF TABLES

No.	Items	Page
Table 2.1	Literature review on impact of engagement.....	26
Table 3.1:	Total number of employees.....	35
Table 3.2	Measurement Items.....	37
Table 4.1	Response Rate.....	44
Table 4.2	Respondents Profile.....	44
Table 4.3	Reliability Analysis.....	46
Table4.4	Descriptive Statistics of Variables.....	47
Table 4.5	Interpreting the R-value for Intercorrelations.....	49
Table 4.6	Pearson Intercorrelations Matrix Result.	50
Table 4.7	Summaries of Findings.....	51

LIST OF FIGURES

No.	Item	Page
1	Figure 2.1 key dimensions to employee engagement	16
2	Figure 2.2 DDI.s Engagement Value Proposition (2004).....	18
3	Figure 3.1 Research Framework.....	30

CHAPTER ONE

1.0 INTRODUCTION

This chapter describes a brief background of the research. It explores the problem statement, objectives of the study, research questions of the study, scope of the study and the significance of the study. Definition of key terms and outline of the thesis is also provided at the end of the chapter.

1.1 BACKGROUND OF THE STUDY

The increasing pressures from the rapid changes that are occurring in the business environment have led to a variety of responses among industrial organizations. Globalization of markets and production, the rate of technological innovation and fluctuation in consumer demand are among the factors that have increased the dynamism of the competitive environment to which organizations must respond. This factors make it very difficult for companies to further differentiate themselves from their competitors on the basis of products, prices, and technology (Fisher, Schoenfeldt, & Shaw, 2006).

For Palestinian firms to survive in a global economy nowadays, they need to invest all the available resources in order to get the high profit and increase the organizational performance, So they should focusing more on human resource which is

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